



Euromonitor
International

Unilever Group in Beauty and Personal Care

August 2025

Table of Contents

INTRODUCTION

Executive summary

STATE OF PLAY

Top companies at a glance

Unilever's global footprint

Increasing focus on its Power Brands

Divestments and withdrawal from Russia negatively impact sales

Spin-off of Unilever's Ice Cream business due to take place in Q4 FY25

Unilever a multinational with a major percentage of sales from emerging markets

"Vaseline Verified" – BPC hacks backed by Unilever R&D experts

Dove Damage Therapy for hair repair reflects Unilever's premiumisation strategy

Pond's Skin Institute's Microbiome Analyzer

EXPOSURE TO FUTURE GROWTH

Unilever's Nutrafol brand enjoying strong growth

Natura&Co expected to move up the rankings

Digital manufacturing improving productivity at Unilever sites

Unilever investing GBP80 million in new fragrance facility in the UK

COMPETITIVE POSITIONING

L'Oréal strengthens its lead as other players recalibrate amid softening demand

Fellow multinationals are Unilever's main BPC competitors

Unilever to pay USD1.5 billion for men's grooming brand Dr Squatch

Unilever acquires refillable deodorant brand Wild

Key categories and markets

Key brands

HAIR CARE

Asia Pacific is Unilever's leading region for hair care sales

Shampoos dominate sales in Unilever's leading markets

K18 products become available at Sally Beauty Holdings salons in North America

Nutrafol enters men's hair care with 2-in-1 shampoo and conditioner

TRESemmé's Lamellar molecule technology to boost hair shine

BATH AND SHOWER

US remains Unilever's leading country market for bath and shower products

Bar soap still dominates sales in India and Latin America

The US will lead new sales over 2024-2027

Dove's new Serum Shower Collection features MicroMoisture technology

DEODORANTS

Unilever has the top three deodorants brands globally

Deodorant sticks the favourite format in the US

Major new sales in Argentina will be skewed by inflation

Dove launches its first antiperspirant with pro-ceramide technology

OTHER CATEGORIES

Dove teams with former NFL star to market whole-body deodorants

Facial care leads Unilever's skin care global sales

New Dove Regenerative range marks its entry into facial dermocosmetics

Skin care increasingly needs to offer sun protection

Premium product launches powering Unilever's growth in oral care

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/unilever-group-in-beauty-and-personal-care/report.